

## **Program Description/Textbook or Print Instructional Material**

**Vendor:** Pearson Education, Inc., publishing as Pearson Prentice Hall      **Web Address:** www.phschool.com

**Title:** **Macromedia Flash MX**

**Author:** Against the Clock      **Copyright:** 2003

**ISBN:** 0-13110653-8      **Course/Content Area:** Information Technology: Web Design

**Intended Grade or Level:** 9-12      **Readability Level:** Not Available

**List Price:** \$ 37.96      **Lowest Wholesale Price:** \$ 28.47

If Level Two or Three, please provide rationale for not meeting Level One Compliance. Pearson Prentice Hall is unable to provide files in Levels One or Two due to the variety of page layout systems used to create the text. These systems are not compatible with specialized formats such as XML or HTML.

### **FEATURES**

**DISCLAIMER:** The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

#### **Content**

Text materials are project-based and include step-by-step projects, self-guided assignments, structured exercises, and real-world applications of software programs.

#### **Student Experiences**

The students will learn the particular software program and will see how it is used in the real world by applications to the real-world problems. Assessment is built into the exercises as the students progress.

#### **Assessment**

Self-guided assignments will give students an opportunity to apply what they have learned and to assess if any step is missing. They can then go back to the step-by-step project directions. Additional tests and answers are provided for the instructor on the CD-ROM.

#### **Organization**

The 432 page text materials are organized in a step-by-step format for ease of learning and application of principles of the software being used.

#### **Resource Materials**

- **Gratis Items To Be Provided And Under What Conditions**

**Free upon request, 1 per teacher user with a minimum purchase of 20 Macromedia Flash MX Student Editions:**

☞ Instructor's Resource CD-ROM

- **Available Ancillary Materials**

Website: [www.prenhall.com](http://www.prenhall.com)

### **RESEARCH DATA/EVIDENCE OF EFFECTIVENESS**

**DISCLAIMER:** The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

The student edition has been thoroughly reviewed and tested for accuracy and ease of learning by the step-by-step approach incorporated in the materials.

## **Program Description/Textbook or Print Instructional Material**

**Vendor:** Pearson Education, Inc., publishing as Pearson Prentice Hall      **Web Address:** www.phschool.com

**Title:** **Adobe Photo Shop 7: Introduction to Digital Images**

**Author:** Against the Clock      **Copyright:** 2003

**ISBN:** 0-13-048699-X      **Course/Content Area:** Information Technology: Web Design

**Intended Grade or Level:** 9-12      **Readability Level:** Not Available

**List Price:** \$ 36.63      **Lowest Wholesale Price:** \$ 27.47

If Level Two or Three, please provide rationale for not meeting Level One Compliance. Pearson Prentice Hall is unable to provide files in Levels One or Two due to the variety of page layout systems used to create the text. These systems are not compatible with specialized formats such as XML or HTML.

### **FEATURES**

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#### **Content**

The text materials are presented in a step-by-step project format with self-guided assignments. Structured exercises are provided and real-world applications of software usage designed to encourage students who are learning the materials for the workplace.

#### **Student Experiences**

Students will be encouraged as they learn the step-by-step procedures for this software and its applications to the real world. They can use the self-guided assignments and structured exercises to guide them in their development of software expertise.

#### **Assessment**

Assessment is built into the program and as students progress in the self-guided assignments, they will learn to recognize any missing steps and to complete the exercises using the step-by-step approach.

#### **Organization**

The 400 page text is designed to give the students step-by-step procedures for learning to produce digital images.

#### **Resource Materials**

- **Gratis Items To Be Provided And Under What Conditions**

**Free upon request, 1 per teacher user with a minimum purchase of 20 Adobe Photoshop 7 Student Editions:**

☞ Instructor's Resource CD-ROM

- **Available Ancillary Materials**

Website: [www.prenhall.com](http://www.prenhall.com)

### **RESEARCH DATA/EVIDENCE OF EFFECTIVENESS**

**DISCLAIMER:** The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

The text materials have been thoroughly tested and reviewed by professionals in the digital imaging field and by educators for methodology.



# Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool IT Multimedia Publishing



<b>Title: Macromedia Flash MX</b>		<b>Cost: \$ 28.47</b>	
<b>Publisher: Pearson Education/Pearson Prentice-Hall</b>			
<b>Item Evaluated: Textbook</b>			
<b>Copyright Date: 2003</b>		<b>Evaluator: Stephen A. Johnson</b>	
<b>Content Level: 9-12</b>		<b>Date of Evaluation: 7/30/2003</b>	
<b>Level of Alternative Format</b>	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance
This section completed by Exceptional Children Services			

## Overall Strengths and/or Weaknesses

**Disclaimer:** Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:	
<input checked="" type="checkbox"/>	Recommended by reviewers to State Textbook Commission
<input type="checkbox"/>	Not recommended by reviewers to State Textbook Commission

**Publisher's Explanation of Reviewer's Comments:** By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.



# Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool IT Multimedia



<b>Title: Macromedia Flash MX</b>		<b>Publisher: Pearson Education/Prentice-Hall</b>
Technology Management Summary Data:	20 possible points	<u>14</u> points earned
Technology Management Comments:		
Technology Presentation/Interface Summary Data:	40 possible points	<u>21</u> points earned
Technology Presentation/Interface Comments:		
Content Summary Data:	40 possible points	<u>24</u> points earned
Content Comments: The textbook has a very specific focus on one software package.		
Instruction & Management Summary Data	52 possible points	<u>38</u> points earned
Instruction & Management Comments: Teacher resources not provided.		
Organization & Structure Summary Data	36 possible points	<u>30</u> points earned
Organization & Structure Comments:		
Resource Material Summary Data	40 possible points	<u>12</u> points earned
Resource Material Comments:		



# **Group V - Career /Technical & Vocational/Practical Living** **Electronic Instructional Media Review Form - Macromedia Flash MX-Pearson/PH** **Stand Alone/Independent or Integrated Software for IT Multimedia**



<b>Equipment</b> (circle or change fill color)	<b>Grade Level</b> (circle or change fill color)	<b>Audience</b> (circle or change fill color)	<b>Format</b> (circle or change fill color)	<b>Cost: Included with text</b>	
Windows	Primary	Individual	Stand Alone/Independent	_____ single copy	_____ site license
Macintosh	Intermediate	Small Group	Integrated	_____ network version	_____ school version
CD-ROM	Middle	Large Group	Supplemental	_____ lab pack of _____ copies	_____ online
DVD	High		In lieu of basal text		
Sound					
Other					

If other, explain \_\_\_\_\_

<b>Type of Software:</b> Check all that apply	_____ Simulation	_____ Management	_____ Interdisciplinary	_____ Problem Solving	_____ Tutorial
_____ Exploratory	_____ Creativity	_____ Drill and Practice	_____ Critical Thinking	_____ Utility	_____ Other:

<b>Rating Scale:</b>	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	3
Allows students to exit and resume at a later time.	4
Keeps a students performance record, where needed.	0
Allows control of various aspects of the software (e.g., turning sound off).	3
Allows for printed reports.	4
Comments:	<b>Total</b>
	<b>14</b>

Presentation/Interface	Rating
Presents material in an organized manner.	3
Has consistent, easy-to-use, on-screen instructions.	2
Has developmentally correct presentation format.	3
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	1
Accessible for special needs students.	1
Runs smoothly, without long delays.	4
Presents easy-to-view text and graphics.	3
Presents easy-to-hear and understand sounds.	0
Avoids unnecessary screens, sounds, and graphics.	3
Provides immediate, appropriate feedback.	4
Comments:	<b>Total</b>
	<b>21</b>

Content—IT Multimedia Publishing	Rating
Career Focus/Employability Skills/Workplace Readiness Skills	2
Design a web page using a software package; demonstrate use of basic HTML	2
Use business graphics, paint, draw, image editing programs	3
Demonstrate the ability to use Internet	3
Develop multimedia presentations (e.g., slide shows, audio/video, etc.)	4
Design page layouts using appropriate tools	0
Design and compose effective business publications/documents	3
Use industry standard hardware/software for multimedia publishing (e.g., digital cameras, scanners, video cameras)	3
Know industry terminology associated with desktop publishing, multimedia design, and video production)	4
Apply language rules and proofreader's marks (e.g., style, grammar and spell check)	0
Comments:	<b>Total</b> <b>24</b>

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideals	4
Engages Students	4
Develops Computer Maintenance Ideas	4
Promotes Student Thinking	3
Assesses Student Progress	3
Enhances The Learning Environment	2
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	4
Commonwealth Accountability Testing System (CATS) "like" Assessment is provided	0
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	0
Includes activities and opportunities for integration of technology.	3
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	4
Differentiation techniques and activities suggested.	3
Comments:	<b>Total</b> <b>38</b>

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	4
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	4
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	4
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	0
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	4
Student materials seem durable and conducive to daily use.	3
Includes sufficient glossary, index and appendices.	3
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	4
Comments:	<b>Total 30</b>

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	0
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	2
Extension activities including adaptations and accommodations for students with special needs.	0
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	4
Suggestions are made for integration of themes and /or interdisciplinary instruction.	3
Integration opportunities suggested and examples given.	3
Teacher resources are available online.	0
Online resources available – Repeat of information in text.	0
Online resources available – Practice skills only.	0
Online resources available – New application materials.	0
Comments:	<b>Total 12</b>

Rating Scale:	
4—All or the time	2—Minimally
3—Some of the time	1—None of the time
	0— Not applicable